



Weight Loss Motivation Inspired by Charity

Ira Buckman, President
Lose-Win Situation, LLC
201-874-9856
ibuckman@losewinsituation.com
www.losewinsituation.com

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Weight-loss Motivation Inspired by Charity *Local Firm Motivates Weight Loss through Charitable Giving*

Teaneck, NJ (October 13, 2014). Tailgate parties, Oktoberfest and Halloween. Thanksgiving, Christmas, Chanukah and New Years. The upcoming months are packed with real challenges for those who are looking to lose weight. What better way to stay in the holiday spirit, help others, and of most importance, stay motivated, than to have your favorite charity benefit from every pound you lose? So says Ira Buckman, founder and president of Lose-Win Situation (“LWS”) a new Teaneck-based firm.

Staying Motivated

Many millions of overweight Americans are unable to muster the resolve to start a diet. And published studies show that an astounding percentage of those who do lose weight gain it all back (and more) within a few years. What can account for this sad reality? Motivation. It’s all about motivation. That’s where LWS comes in. Lose-Win Situation totally changes the psychology of dieting by motivating individuals to stick to any diet and exercise program they choose to follow. “Our system taps into a dieter’s compassion for children and adults suffering from disease, hunger and poverty,” says Buckman. “They stay motivated by a concrete fact: funds are donated to their favorite charity only if they lose weight or maintain their weight. It all comes down to a dieter asking himself or herself: ‘What is more important: satisfying my cravings or supporting the people who depend on my charity?’ ”

How does it work?

It’s a simple process. LWS doesn’t reach out to donors. Instead, it reaches out to people who struggle to stay motivated to stick to their diet and exercise programs. Says Buckman, “It is our dieters who select a motivating charity and then reach out to donors (their sponsors), creating a one-to-many relationship between the original contact and the eventual donors. In this way the donors are not contacted by a cold-calling stranger, but by a friend, relative or co-worker, assuring a much higher donor participation rate.” Once a donor registers to sponsor a dieter, it is not for a one-time-only donation to the dieter’s charity, but for a long series of monthly donations, spanning both the dieter’s weight-loss and weight-maintenance phases. Adds Buckman, “The generosity of spirit comes from the dieter, who undertakes the demands of his or her diet and exercise program, not only for their own sake, but for the sake of raising funds for a worthy charity.”

About Lose-Win Situation

Lose-Win Situation (“When you *Lose*, your Charity *Wins!*”) was created to revolutionize the psychological motivation to lose weight. To accomplish this LWS:

- Turns the dieter’s inner sense of compassion into a powerful motivational resource
- Motivates dieters through an approach based on empathy, charity, gratitude and goodwill
- Empowers dieters to overcome the psychological challenges posed by the [“Upside/Downside Dilemma”](#)

The LWS website has been completely updated, and now has a mobile version. The new site incorporates videos and popular social media such as Facebook and Twitter. Emails containing congratulatory videos are sent to dieters when they lose weight, reach goal weight and maintain their weight. LWS is now registered with the State of New Jersey as a Paid Professional Fundraiser and as required by New Jersey law LWS has posted a performance bond with the state. For further information visit

www.LoseWinSituation.com and follow them on Facebook (www.facebook.com/LoseWinSituation) and Twitter ([@LoseWinSituation](https://twitter.com/LoseWinSituation)).

